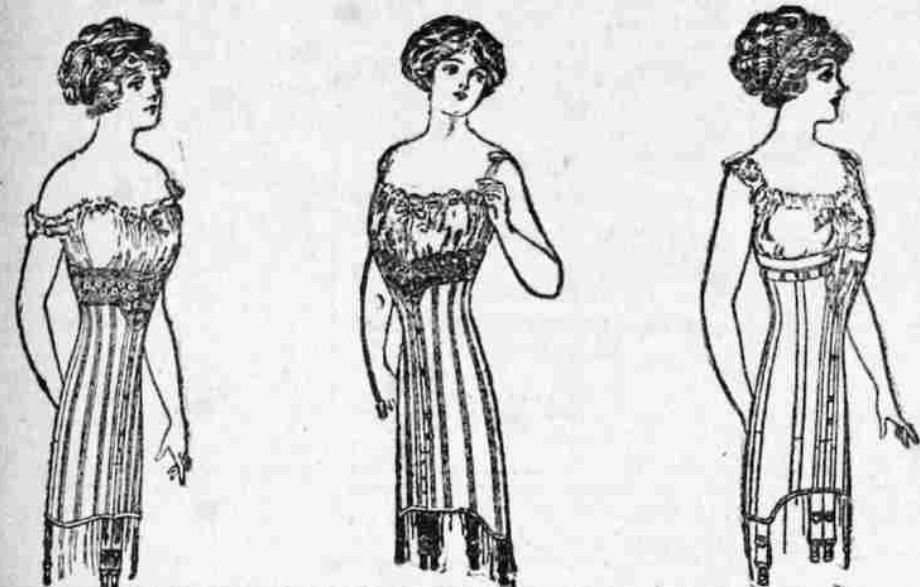


Keith O'Brien Company

La Vida Corset Exhibit--Showing New Models--Monday

DEMONSTRATION BY MISS M. VIRGINIA WHITE, EXPERT CORSETIERE



A delayed shipment of the latest spring models arrived Saturday, and Miss White will continue her demonstration all this week.

During her stay she will at all times give you expert advice as to your individual requirements without any obligation whatever on your part.



Monday---Last of the Season's Suits, Coats, Dresses at Only a Small Part of the Regular Prices

The possibilities of this sale for the woman who would economize on her wearing apparel can be fully realized only by personal inspection. Amongst others are



\$27.50 Suits for \$10.00

These 50 suits are splendid values at the regular price of \$27.50, but final clearing-out prices are practically compulsory the first of February to the store that begins each season with new stocks.

In this lot are navy blues and black, diagonal stripes in brown, black and green in smart cutaway and plain tailored styles. Also some misses' suits in blue and brown corduroy, Norfolk style. All \$27.50 values for \$10.00.

30 velvet suits—in black, navy, brown and taupe, chic cutaway and plain tailored models; all the much wanted shades. Values include those we have been selling at \$55.00. Monday \$29.50.

Another group consists of about 50 suits in fancy mixtures, two-tone effects, navy and black serges. Values up to \$39.50. Monday \$17.50.

\$22.50 Women's Coats for \$9.75

A final cleanup of 40 winter coats—some were a little more, some a little less, but most of them are our regular \$22.50 garments. The materials are those scarce gray and brown mixtures, plain white and black and white stripes shown in different models. Monday \$9.75.

Dainty Chiffon Sample Waists

One table of chiffon, charmeuse and white brocaded waists, samples of advance spring styles, purchased from a road representative of one of New York's foremost waist makers. The regular prices are \$8.75, \$9.75, \$12.50 and \$14.75. Monday \$6.75.

Handsome new "Geisha" waists—strictly tailored styles. Fine tucks and perfect fitting. Monday, \$1.95.

Big February Reductions in Girls' Dresses

Short lots of different numbers run together to make a large group at one greatly reduced price.

Girls' school dresses in sizes 6 to 14 years—navy blue serge, trimmed in contrasting colors, two-tone brown and black and white checks. All this season's styles. Values up to \$7.50, Monday, \$2.95.

Girls' white serge dresses—Persian trimmed bands, also lace and embroidery trimmed. Monday, half price.

Our entire line of hand-tailored girls' dresses, including hand embroidered navy and brown serges. Values up to \$19.75. Monday, half price.

Mackinaw coats—just the garment for early spring wear for school girls. Come in plaids and plain colors. Monday, \$3.95.

Flowers—that Comfort

There comes to us all in some strange way, Deep sorrow. Hearts ache and tears fall—if not today, Tomorrow. The comforting balm is sympathy. And hours Quickly become calm and weary-free Through flowers.

Send them—when sorrow passes you by and falls beyond.

Send flowers—when you would cheer some friend that's ill.

Send flowers to express well wishes—for flowers are but the smiles of Nature, being more comforting than words.

Cut Flower Department—Broadway Entrance. Order flowers for any purpose whatsoever and have them charged in your account. Attention to funeral pieces.

No Longer a One Street Town

The largest numbers of people pass through the main entrance at Broadway and State street—AND NOT THROUGH THE BROADWAY DOORS, nearest Main street—when coming to Keith O'Brien's.

Ask nine out of ten people and they will say:

"The entrance nearest Main—because so many people come from that direction."

So it would seem.

But repeated counts prove differently.

The fact stands out clearly that Main street is no longer THE ONE THOROUGHFARE OF Salt Lake. The Keith O'Brien store has moved and

The city has outgrown it.

12 Hand Bags

Retail from \$12.95 to \$45.95, special for \$10. Most of them are real seal, and they come in colors and black, chamois and moire lined; imported handsome frames—the usual size.

Leather Novelties

Art Leather Table Mats and cushion covers, book covers, bridge score pads, memorandum pads, handkerchief holders and tie holders—all colors. Reduced to half prices.

BROOMS

26c the kind for which you pay 45 cents

29c—the kind for which you pay 45c and 50c.

32c—the kind for which you pay 55c.

36c—the kind for which you pay 55c.

39c—the kind for which you pay 60c.

65c—a fancy carpet broom, regular \$1.00.

Remnant Thoughts

Underwear and Hosiery
Sale continued this week.

Just a few more of those embroidered robes, white and light colors, at \$3.95 each, for \$8.00 values.

The season's final clearance in our millinery department. Trimmed hats up to \$6.00, for 95 cents—up to \$12.50 for \$2.95.

A choice collection of cut flowers for Sunday morning. Telephone your order if you do not care to come to the store. Open all forenoon. West entrance.

Victor records for February now ready. Visit our Victor-Victrola department on third floor and hear them.

Make use of our little postoffice. It will give you the same service as the big postoffice. Same applies to our express office.

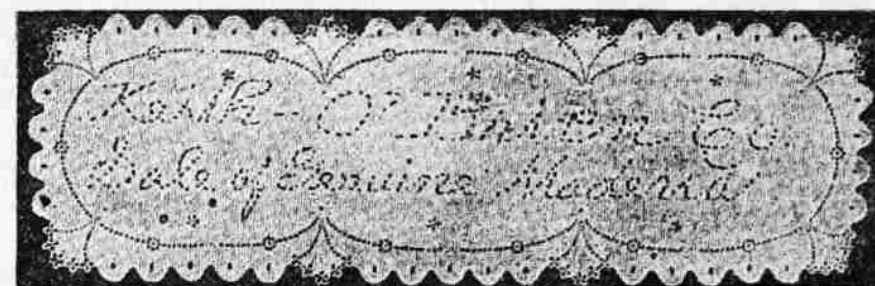
Have your shoes shined. A convenient stand in the shoe section.

\$3.95 Shoe Sale

Our sale of shoes includes all Wright & Peters', Edwin C. Burl's and Latterman's finest grades, selling regularly for \$5.00, \$6.00 and \$7.00. Also our Men's Special at \$5.00. Spring stock of Playmate Shoes for children just received.

Continuation of the big sale of Chinaware, Glassware, Utensils, Little Housefurnishings, etc.

These Are All Fine, Hand-Embroidered Genuine Madeira Pieces



Doilies--1200 Pieces

Tumbler Doilies at 10c each

Just think of this: The stamped linen costs you that. You buy the cotton and embroider them yourself. These are six-inch round doilies, most beautifully embroidered by hand with plain border.

A delayed import shipment forces prices to a point considerably lower than their true value.

ART DEPARTMENT SALE OF HAND EMBROIDERED SCARFS, CENTERPIECES AND DOILIES. ARRIVED TOO LATE FOR XMAS.

These are the real Madeira hand-embroideries. When we say this you know it is the very best handwork you can buy, on the linen that wears. The perfection of the eyelet work in Madeira embroidery is one of its chief characteristics.

Articles of genuine Madeira work are scarce, as it takes so long to produce them. This is the very reason you are going to get these beautiful embroidered pieces for a mere fraction of their real value. When you see them you will wonder how they can be sold for these prices, as anyone who does needlework will realize how much time has been spent in working each piece.

These beautiful embroideries come direct from the Madeira Islands. Import order was placed a year ago and the shipment should have arrived not later than November. They came just too late for Christmas, and now we take our loss, as it is too large a stock to carry this time of the year.

The knowing customer will not only buy the pieces she has been wanting so long for the home, but will buy extra pieces to have for wedding gifts, etc., as she won't have an opportunity again to purchase such a variety of beautiful designs at these prices.

These are the prices:

The first is exactly what you would pay in the regular course of selling. The sale price just covers the cost of importing them.

Scarfs	Plate Doilies	Centerpieces
\$4.00 for\$1.98	45c each	75c each
\$5.00 for\$2.50	49c each	98c each
\$6.00 for\$3.00	SOLD IN HALF DOZEN LOTS.	
\$7.50 for\$3.75	3 for\$2.50	\$2.00 for\$1.98
\$9.00 for\$4.50	6 for\$2.75	\$4.00 for\$3.95
\$10.00 for\$5.00	6 for\$3.25	\$5.00 for\$4.95
\$12.00 for\$6.00	6 for\$4.75	\$6.00 for\$5.95
\$15.00 for\$7.50		\$7.50 for\$7.45
\$20.00 for\$10.00		\$9.00 for\$8.95
		\$10.00 for\$9.95
		\$12.00 for\$11.95
		\$13.00 for\$12.95
		\$14.00 for\$13.95
		\$15.00 for\$14.95

CORNER OF STATE and BROADWAY